

Juice in India

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Report description:

India's youthful population, with 327 million millennials and 378 million Generation Z individuals as of 2023, has become a significant driver of juice consumption in the country. This young demographic, combined with growing health consciousness, is behind the surge in popularity. Younger consumers in India choose juice for various reasons, including as dietary supplements, for perceived beauty benefits, meal replacement, or to simply accompany their meals.

Euromonitor International's Juice in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: 100% Juice, Coconut and Other Plant Waters, Juice Drinks (up to 24% Juice), Nectars (25-99% Juice).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Juice market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Juice in India
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List Of Contents And Tables

JUICE IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Young demographics, access to fruits, and hot weather drive sales of juice in India

Functionality remains at the core of new launches

The lingering effects of regulation changes have marginal impact on sales of juice

PROSPECTS AND OPPORTUNITIES

Smaller pack sizes set to gain traction over the forecast period

Juice can target opportunity arising from blurring of category lines

CATEGORY DATA

Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 2 Off-trade Sales of Juice by Category: Value 2018-2023

Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

SOFT DRINKS IN INDIA

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

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Table 22 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 26 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 27 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 30 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 31 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 32 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 33 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

APPENDIX

Fountain sales in India

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SOURCES

Summary 1 Research Sources

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